

What is claimed is:

Sub A 1. A system for selective protection of television viewer against
2 television programs containing controversial materials, said protection based
3 on viewer's information stored in viewer's receiver, said system comprising:

4 means for transmitting a timetable file with descriptive and
5 time/channel data of scheduled television programs prior to transmission of the
6 programs, said descriptive data specifying controversial materials contained in
7 the programs;

8 a channel selector for selection of television programs at viewer's end;

9 means for receiving said timetable file at viewer's end; and

10 control means storing viewer's data specifying controversial materials
11 unacceptable for viewer, said control means coupled to said means for
12 receiving timetable file and said channel selector and operative for obtaining
13 said descriptive and time/channel data of scheduled television programs, using
14 the time/channel data for determining which television program is transmitted
15 on a currently selected channel, comparing the descriptive data of the television
16 program with said viewer's data and making a decision on a presentation of the
17 program to viewer or blocking said channel selector for preventing the
18 presentation.

1 2. A system as defined in claim 1 wherein said viewer's
2 information stored in viewer's receiver is specified by parents for their children
3 for providing parental control.

1 3. A system for a selective protection of television viewer against
2 controversial materials in television programs said protection based on viewer's
3 information stored in viewer's receiver, said system comprising:

4 means for transmitting a timetable file with descriptive and
5 time/channel data of scheduled television programs prior to transmission of the
6 programs, said data specifying parts of the television programs containing
7 controversial materials;

8 a channel selector for selection of television programs at viewer's end;

9 means for receiving said timetable file at viewer's end; and

10 control means storing viewer's data specifying controversial materials
11 unacceptable for viewer, said control means coupled to said means for
12 receiving timetable file and said channel selector and operative for obtaining
13 said descriptive and time/channel data of scheduled television programs, using
14 the time/channel data for determining which television program is transmitted
15 on a currently selected channel and which part of the program containing a
16 controversial material will be running next, comparing the descriptive data of
17 that part with said viewer's data and making a decision on a presentation of the
18 part to viewer or blocking said channel selector at the time of transmission of
19 the part for preventing the presentation.

1 4. A system as defined in claim 3 wherein said viewer's
2 information stored in viewer's receiver is specified by parents for their children
3 for providing parental control.

1 5. A system for delivery of different versions of the same
2 television program depending on viewer's information stored in viewer's
3 receiver, comprising:

4 basic channels for transmitting primary versions of television programs
5 containing some parts, defined as primary components, that may be replaced by
6 alternative video fragments, defined as alternative components, for producing
7 alternative versions of those television programs;

8 auxiliary channels for transmitting said alternative components;

9 means for transmitting a timetable file with descriptive and
10 time/channel data of scheduled primary and alternative components wherein
11 each primary component is linked to its alternative components and alternative
12 components are scheduled for transmission simultaneously with corresponding
13 primary component;

14 means for receiving said timetable file;

15 a channel selector; and

16 control means coupled to said means for receiving timetable file and
17 said channel selector, said control means storing viewer's data and operative for
18 obtaining said descriptive and time/channel data of scheduled primary and
19 alternative components, using the time/channel data for determining which
20 primary component will be running on a currently selected basic channel and
21 which alternative components are available for replacement of that primary
22 component, comparing said viewer's data with said descriptive data of primary
23 and alternative components, making a decision on a presentation of the primary

24 component to viewer or a replacement of the primary component by an
25 alternative component and, when a decision on a replacement is made,
26 switching said channel selector at the time of transmission of the primary
27 component from the basic channel to an auxiliary channel on which a selected
28 alternative component is transmitted for replacing the primary component by
29 the alternative component.

1 6. A system as defined in claim 5 and further comprising a
2 separate channel selector for selecting said auxiliary channels and a recorder
3 connected to the channel selector for recording said alternative components
4 wherein alternative components are transmitted and, if selected, recorded prior
5 to transmission of corresponding primary component, and played back at the
6 time of transmission of the primary component for replacing the primary
7 component by a selected alternative component.

1 7. A system as defined in claim 5, wherein said primary and
2 alternative components are television commercials.